May, 1958

The Florida Architect

OFFICIAL JOURNAL of the FLORIDA ASSOCIATION OF ARCHITECTS of the AMERICAN INSTITUTE OF ARCHITECTS



Regional Conference Report Issue

FAA-1958

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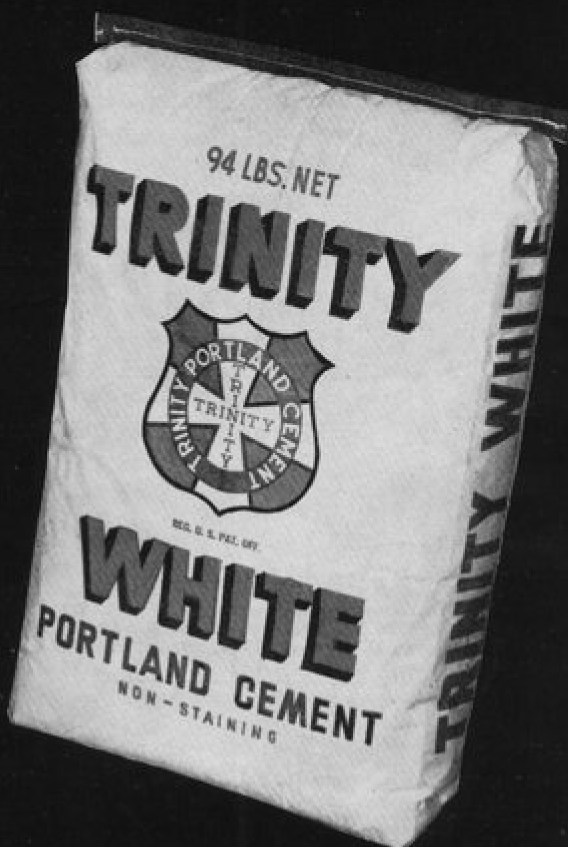
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The

Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

In This Issue ---

THE COVER

This air view of the recently dedicated Duval County Court House and Jail, suggests how downtown Jacksonville's river front will shortly appear. The Court House is the first project to be completed in a nine-block re-development program which has already done away with a waterfront industrial slum and will ultimately provide Jacksonville with a new city hall, municipal auditorium and marina.

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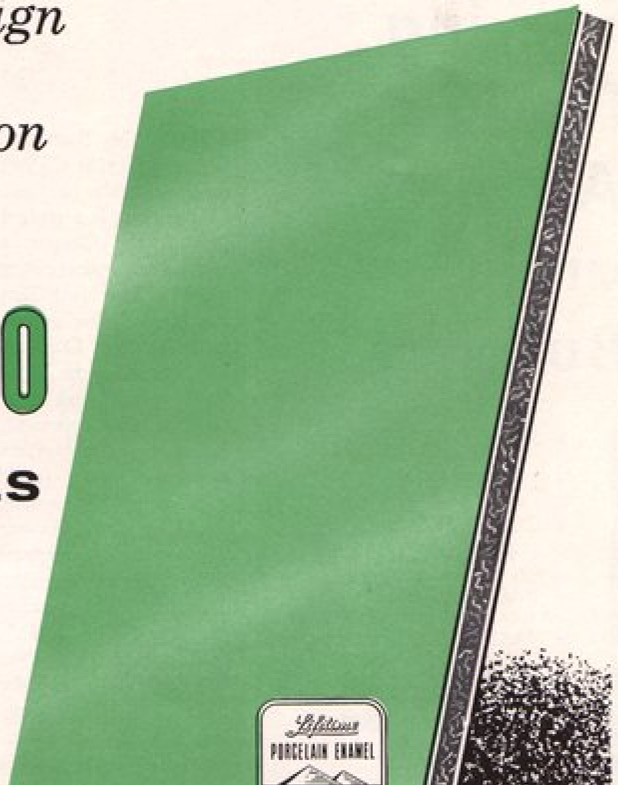
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Committee Named For FAA'S 44th Convention



Joseph M. Shifalo

JOSEPH M. SHIFALO, President of the Mid-Florida Chapter which will serve as hosts to the 44th Annual Convention, has named seven members of the Chapter to administer committee work incident to the Convention. The Host Chapter president has himself shouldered the responsibility for the Convention program. For *Hospitality* he named GEORGE A. TUTTLE, JR., and RALPH P. LOVELOCK; for *Entertainment*, JOSEPH CARLISLE; for *Professional Exhibits*, GEORGE BAGLEY (architects' work) and JOHN B. LANGLEY (students' work); and for *Awards and Prizes*, THEODORE G. ANDREW. JOHN T. HART, Chapter treasurer, will be in charge of the *Convention's Registration Desk*. The *Ladies' Program* will be in charge of MRS. ANN R. SHIFALO, Winter Park, and MRS. ALMA M. PARISH, St. Petersburg, as co-chairmen. Mrs. Shifalo is president of the Mid-Florida Auxiliary and Mrs. Parish heads the Auxiliary of the Florida Central Chapter. Arrangements for the Building Products Exhibit are being handled through the office of the FAA's Executive Director.

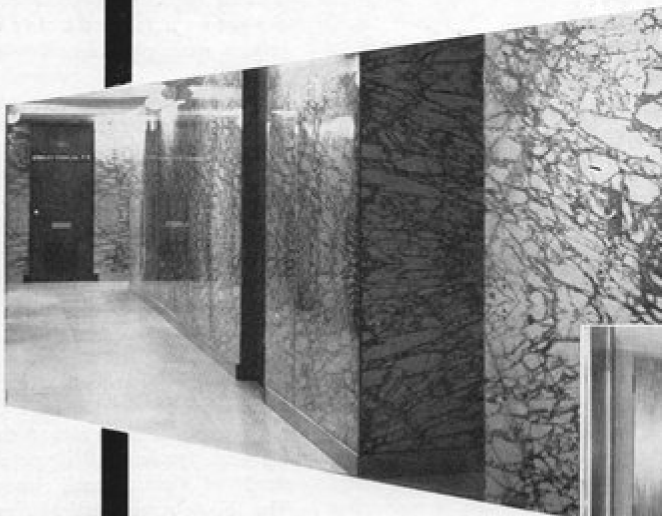
Theme selected for this year's Convention is "Opportunity in An Expanding Era." It was chosen to suggest the vastly increased scope of possibility which will come into being as the new age of atomic power and space conquest progressively develops. Florida ranks now with Illinois as the site of one of the two most important and far-reaching events of our time. Chicago was the home of the first atomic reactor; and the rocket-launching of a space sattelite at Cape Canaveral blasted old horizons into oblivion and signalled the start of another new phase of our world and life.

These tremendous events have led us to the very threshold of a new and expanding era of opportunity for completely new accomplishments. In what ways and to what extent must architects adjust their thinking and professional activities to realize such opportunities? A search for some answers to that question will be the purpose and substance of the 1958 FAA Convention program.

All concerned with the development of that program are determined to make it as practical and as down-to-earth as possible—so that every conventioneer can profit by some facet of information of specific value to his own professional situation. Much of this will be available from three "Professional Workshop" sessions at which the profession's topmost figures will contribute practical advice gleaned from their own special experiences.

One of the Workshop sessions will deal with the ways in which architects can meet—and are right now meeting—the competitive challenge of the "package-dealer." Another will be concerned with tested methods of planning for office growth and development. A third will explore the practical pros and cons of the individual practice as opposed to the operation of a group organization. Sessions are being planned to stimulate and encourage audience participation; and the subject matter of each will emphasize its adaptability to the solution of professional problems peculiar to the practice of architecture in our State.

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Message from The President

By H. SAMUEL KRUSE

President, FAA

At a recent conclave of architects, I was disturbed to discover that some members of our profession think that membership in the FAA is the price a Florida architect must pay for the prestige gained from the privilege of placing the initials "AIA" after his name. Architects who espouse such cynicism of his professional organizations, just have not done any serious thinking about their profession, nor of their places in Society, and this I found to be true, for after a five minute chat over a martini or two, the expressors of the cynical point of view were convinced that membership in the FAA was of even more value than the initials "AIA" after their names, and well worth the small demand of their TnT, Time 'nd Treasure.

This discussion was among Corporate Members, who, at the start of our chat, believed that the dues paid was the price of the privilege, privilege to identify themselves among the elite of the profession by placing a symbol behind their names. "What," I asked myself, feeling the olive in my stomach roll with misgivings, "do the Associate Members think their dues are for?" Certainly not for initials. I wonder if they know?

Just as a precautionary measure, it seems appropriate that I explain how the Associate Member's dues to the FAA work for him.

In our present complex society, governed by the will of the majority, the voice of the individual is heard only through the snowballing of the individual with an ever increasing number of adherents until the small voice of the individual is amplified to a roar that demands to be heard. The individual, working in unison with like-minded individuals, form a working unit, which in turn works with similar units, in this way achieves desired goals.

I don't mean to say that no individuals are capable through fame, fortune and sheer personal magnetism, to make themselves heard and to sway the majority to their cause. These individuals are very rare. Usually the voice of prestige is the voice of prestige because a society, or association, or party, or union has established that prestige. Through organization, education can be conducted, and through education the majority opinion won.

The architectural profession is small in numbers when compared with other professions and interests, yet in social development this group influences the shape of history to a greater extent than the general public is aware. A healthy, effective organization of architects is a means of establishing a healthy and effective profession for the proper exercise of influence for a better social development. In the United States, that sole organization for architects is The American Institute of Architects and in Florida, The Florida Association of Architects.

You architects become members of this organization to create the organization, you pay dues to make the organization work.

The Associate, being a non-registered member of the profession, might feel apart from, rather than a part of this glorious undertaking. He draws lines or writes specs for wages, for the time being anyway, and the fifteen bucks dues could buy him a pair of blue suede shoes. Is membership in FAA worth a pair of shoes? Yes, brother, yes! — and more too!

I'll just jot down a few of the things FA has done and let you decide for yourself, the value.

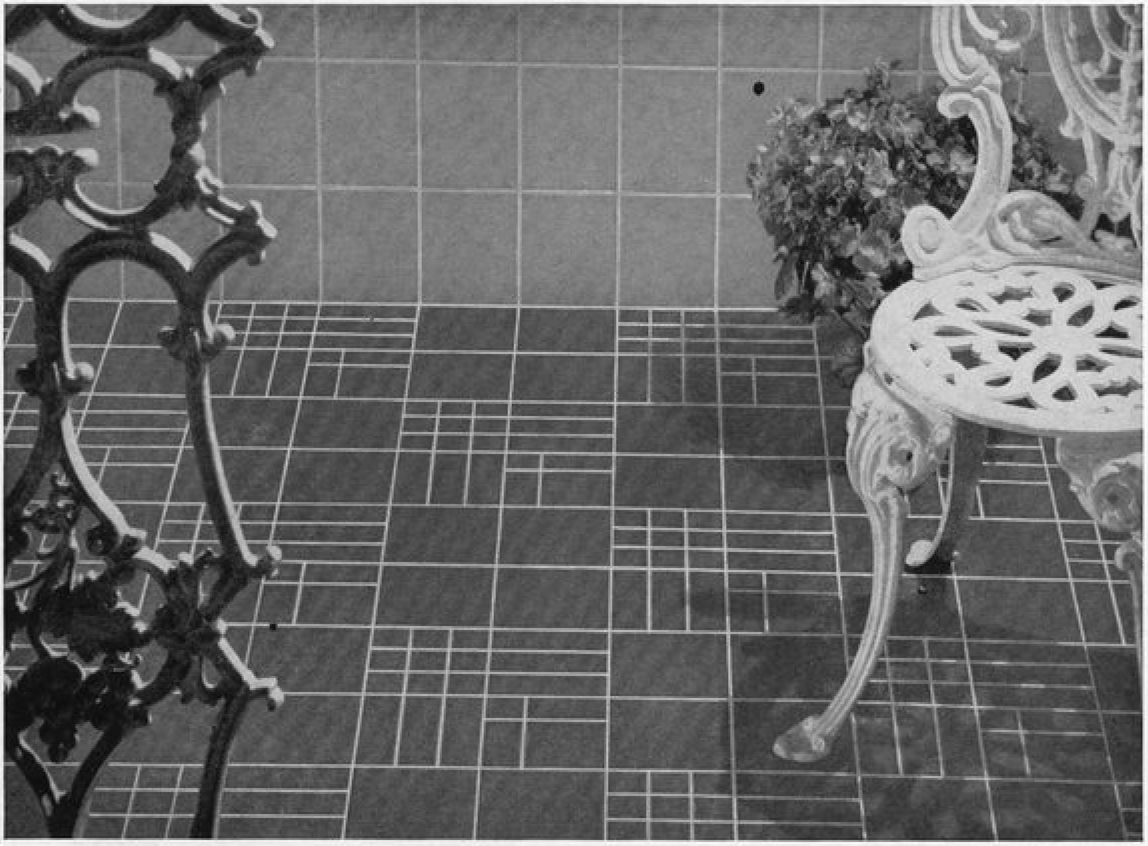
1. At the State Legislature, a bill was proposed to have a state agency prepare stock plans for schools to be given free to the various school boards, along with free supervision. When the FAA representative explained to the proponent the results of such a bill, the bill was not introduced. The FAA dues made it possible to have an informal representative at the Legislature to discover the proposed bill, seek out and dissuade the proponent.

2. At the same Legislature, a bill was introduced concerning sales tax. In the list of activities exempted from payment of sales tax, a comma was missing in the series so that the bill read, "professional insurance," instead of "professional, insurance." The FAA representative discovered the missing comma and professions do not have to pay sales tax.

3. When seemingly astute reporters and publications made unfounded statements concerning school architecture in the United States, causing widespread confustion in the minds of laymen, our President Chatelain, in a speech, put thinking back on the main track. Mr. Chatelain's speech was published in FAA's *The Florida Architect* and copies of the issue sent to all the school boards of Florida. Your dues paid for this.

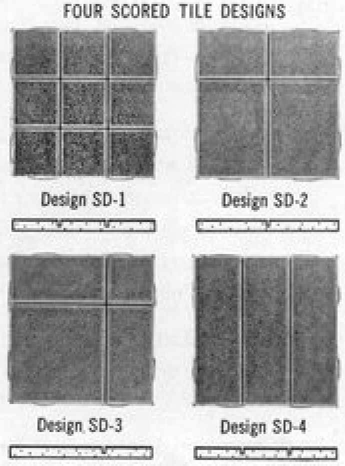
Tell me, Associate Member, would you still be working if your office had no school work? How much would be left for bonuses after the cost of collecting sales tax was added to the office overhead and how many jobs would "go - ahead" with sales tax added to the clients' bills? What would happen to the profession and your job, if misinformed propaganda discredits architects and no one answers? And when you become a registered architect and take your place at the top, don't you want your professional organization a strong, representative group, able to protect you from attack and silly errors, give you an opportunity to trade ideas and experiences among your kind, and to amplify your voice for others to heed?

I think I know your answers. But it does take the TnT of all of us.



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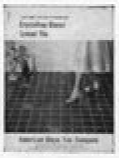
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A Report on Action---

The Business of The Conference

The organizational purpose of the Seventh Annual Conference of the AIA's South Atlantic Region was called to order by Regional Director SANFORD W. GOIN, FAIA, at 3:30 p.m. Friday afternoon, April 18, 1958. Though attended by a considerable number of interested observers, the real business of the Conference was conducted by delegates of each of the Region's 15 Chapters. Those attending from Florida were: *Broward County* (4 votes), ROBERT E. HALL; *Daytona Beach* (2 votes), FRANCIS R. WALTON; *Florida Central* (6 votes), ROBERT H. LEVISON; *Florida North* (3 votes), JOHN L. R. GRAND; *Florida North Central* (2 votes), DAVID W. POTTER; *Florida North West* (1 vote), HUGH J. LEITCH; *Florida South* (9 votes), MISS MARION I. MANLEY; *Jacksonville* (6 votes), WALTER B. SCHULTZ; *Mid-Florida* (2 votes), JAMES E. WINDHAM, III, and *Palm Beach* (5 votes), JEFFERSON N. POWELL.

Representation from other Regional Chapters was: *Georgia* (13 votes), MRS. ELLAMAE E. LEAGUE; *South Georgia* (3 votes), RALPH S. THOMAS; *North Carolina* (13 votes), WILLIAM R. JAMES, JR. and *South Carolina* (9 votes), JOHN M. MITCHELL, JR., The *Augusta Chapter* was not represented; and some of the delegates present were substitutions for those named by their Chapter originally as published in the April, 1958 issue of *The Florida Architect*. Each, however, was officially recognized by Director Goin and listed as a qualified Chapter representative by Regional Council Secretary SIDNEY R. WILKINSON.

After a reading and Council approval of the report of the Secretary relative to the Council's August 3, 1957, meeting and the report of Council Treasurer JOHN J. R. GRAND — excluding the financial statement of the current Conference operation — Council Chairman Goin explained the vacancies to be filled on the Regional Judicial Board. ALBERT SIMONS, FAIA (South Carolina), still has one year of a three-year term to serve. For a two-year term the Council unanimously approved the nomination (by Mrs. Ellamae League) of DAVID H. BODIN of the Georgia Chapter; and the remaining three-year term vacancy was filled by the nomination of THOMAS LARRICK of Florida North (by Robert E. Hall). Mr. Larrick has already served one year on the Committee, having been appointed last year to fill the vacancy caused by the death of J. WARREN ARMISTEAD, JR., FAIA.

Chairman Goin then reported that the Council's August 3, 1957, authorization to incorporate had been reviewed by legal counsel who advised against the proposal. Reason was that the Council is a duly authorized sub-division of an organization (the AIA) which is already incorporated.

A resolution was then introduced by WILLIAM R. JAMES, JR., of North Carolina, relative to the establishment of new AIA Regions as follows:

WHEREAS, *The American Institute of Architects has grown to a point at which a new, forward and decisive step toward a wider diversification of active representation on the Institute Board is urgently needed; and*

WHEREAS, *direct representation on the Board from each state which has a strong, effective statewide organization will have the advantage of providing the Institute with a more sensitive and direct contact with chapter groups welded into regions through a natural and political community of interests; and*

WHEREAS, *there will thus accrue to the Institute the added strength of a wider diversity of counsel and experience to guide decisions of pro-f ssional and administrative policy; and*

WHERAS, *both action and reaction will be facilitated by such a step and AIA programs will be enormously buttressed through shorter, therefore more efficient channels of authority; and*

WHEREAS, *it is imperative that action be taken to eliminate the present expensive and inefficient duplication of programs, meetings, and functions which exist in states with a strong statewide organization and which at the same time are a part of a larger region, such as the current situation in Florida; and*

WHEREAS, *the Florida Association of Architects, AIA, has petitioned the Institute to take appropriate action as soon as reasonably possible to establish the State of Florida as an AIA District; and*

WHEREAS, *The Florida Association of Architects, AIA, is a strong, effective statewide organization which has distinguished itself through the years by the completeness of its service to its members and the citizens of the State, by its support of AIA expansion through formation of new, active chapters, by the establishment of a well-staffed central office with a full time Executive Director, by the publication of a monthly magazine, The Florida Architect;*

NOW, THEREFORE, BE IT RESOLVED, *that the South Atlantic District, AIA, in conference assembled this 18th day of April, 1958, does hereby petition the American Institute of Architects to take appropriate action as soon as reasonably possible to expand the Board of Directors of the Institute to include direct representation thereon from each state of the United States which has a strong, effective statewide organization; and*

BE IT FURTHER RESOLVED, *that the petition of the Florida Association of Architects to be established as a District of the American Institute of Architects is hereby strongly endorsed and supported.*

James moved the adoption of this resolution; and his motion was seconded by JOHN M. MITCHELL, JR., of South Carolina. There was some discussion of the proposal, both by Chapter delegates and by observers

(Continued on Page 27)

The Point of Departure...

The difficult assignment of summarizing the overall content of the Regional Conference and attempting some conclusion relative to its significance was handled with both candor and confidence at the wind-up luncheon on Saturday, April 19. Here is the substance of the Conference Summary as presented by Mr. Philip H. Hiss, Chairman of the Sarasota County Board of Public Instruction. Though not an architect, Mr. Hiss has enjoyed a life-long interest in architecture and to a remarkable degree understands it both as an art and as a profession. With a varied background as explorer, photographer, designer, builder, writer, State Department official and most recently an improvement-minded servant of his community, Mr. Hiss voiced observations and opinions which are as well directed to the architectural profession as a whole as they were cogent to the immediate subject of his talk.

By PHILIP H. HISS

I expect you could say that I am an idealist and a perfectionist by nature, but my natural desire to believe in the perfectability of man—architects included — has been considerably tempered over the years by practical experience in such diverse fields as art, architecture, politics, business, and a good many others. An idealist is a person who learns everything the hard way, and this description fits me exactly. But perhaps this is the only way anyone really ever learns anything. At least it has equipped me with a number of opinions which I will defend to the death.

It also has taught me patience. And at the risk of disappointing the romanticists who would like to believe that everything can be solved by either the sword or the pen, I suggest that patience may be of more value than genius in solving the multitudinous problems posed by "total environment." I do not mean the resigned patience of the long-suffering, but a positive quality based on a determination to understand the other person's point of view. The ways of democracy may at times appear obscure and unwieldy, and the temptation to shortcut them can be great. But no system of government holds greater potential if it is properly understood and properly used.

What I am saying — what has been said many times during this conference — is this: Architects are not going to solve all the problems of the world by themselves. And it may be well to keep in mind that where the layman (in the field of architecture) may seem slow in understanding some ideas that appear basic to one with this specialized training, the shoe often is on the other foot when it comes to an understanding of economics, politics, or related subjects equally important to the goal of civic betterment.

Mr. Richard Neutra expressed himself quite forcefully on this subject when he said, "*We* (*architects*) *should understand much more about human motivation and the effects of environment. If I am to design a cage for a polar bear, I must really understand polar bears, or it will not be successful.*"

This is the sort of statement most laymen distrust, because they have a feeling it is made to impress them or confuse them. But Mr. Neutra is really saying that an architect must be much more than a student of architecture — at least as taught in most architectural schools. He must be much more than an efficient arranger of plumbing, heating, air conditioning and electrical conduits, or an opportunistic researcher in Sweets, as he sometimes has been called. He must be a truly cultured person of wide interests and far-ranging knowledge of other subjects. The architectural and engineering schools at last are discovering, or at last are admitting, that too much specialism defeats its own purpose: it may pay off immediately in quick commercial success, but it places unreasonable limitations on a person. Lacking depth and magnitude, he is able to go only so far.

Another Neutra quote which merits consideration: "*Nobody is allowed to laugh at clients in our office.*" This is something basic. Mr. Neutra obviously did not mean in front of the client. He made it clear that he meant while the client's problems were being discussed in the office. Most of us have been guilty of violating this precept at one time or another. But if real understanding is to be reached, derision is not the best way of reaching it. This habit of mind may well carry over into the architect-client relationship—and may encourage a similar reaction on the part of the client.

A personal experience may serve as an introduction to some of the problems that face us. I had been at the AIA Convention in Washington, and decided to return to Sarasota by way of Asheville along the Skyline Drive and the Blue Ridge Parkway—a glorious stretch of mountain road, almost unspoiled, which stretches for several hundred miles along the ridges and flanks of the mountains of Virginia and North Carolina as a happy relief from the crowded parkways and thruways. The day was beautiful, the traffic was almost non-existent, the farms in the valleys appeared in

(Continued on Page 12)

The Point of Departure...

(Continued from Page 11)

miniature, the traffic far below held none of the usual threat of the grinding production lines of Detroit and the steel mills of Pittsburgh. Then, precipitantly, the road dropped into "the man-made slum which is Asheville."

Perhaps this part of Asheville is no worse than our own Sarasota slum area stretching south from Bee Ridge Road on the Tamiami Trail, or many other slum areas we can all name in our own localities. Yet this affront to all human sensibilities, this assault on the ears and eyes, this blight on a naturally beautiful landscape, is the worse when one has left it if only for a few hours. We grow accustomed to these things: our only defense is not to see them.

I used to feel the same shock thirty years ago in the Amazon jungle when we would come around a bend in the river and find a cluster of corrugated iron shacks in a small clearing like a sore festering on the green flank of the river. But one could reflect that a few months after man deserted this clearing, the sore would have healed. No trace would be left of his passing. Today, for the first time, man, with his huge earth-moving machinery, has the power to flatten mountains or to create them where they did not hertofore exist — and he has gained the power to destroy so much natural beauty in the world that Paradise may never again be regained.

But man also has the opportunity, the intellect, and the God-given ability to create beauty as well as chaos. He has exercised this creativity magnificently in cities like Venice. Why then has he allowed himself to stifle in vast slum areas, especially in this country?

The problem is terribly complex. Much is blamed on the automobile; but what is meant is that we have not learned to handle the problem of the automobile, not that cars are bad as such. I believe the automobile is only one facet of the problem. As Mr. Neutra has pointed out, we are assaulted from the moment of our birth, with all sorts of external stimuli; and the human mechanism has not been able to adjust to it. Nevertheless, stimulation — or more correctly over-stimulation — is a part of our environment; and though it makes us ill, we seem unable to do without it. We indulge in motion for the sake of motion, sound for the sake of sound. Recent experiments have proved that the average person is unable to cope for more than a few hours with a completely monotonous environment — one similar to the experience in the womb, where there is no sensation of temperature, sound, or other outside stimuli. In a very short time the subject exhibits all the symptoms of the typical schizophrenic. But it is scarcely necessary to prove that we are overstimulated: the tremendous sales of tranquillizers prove that rather conclusively. I wonder how many of you have experienced, as I have, the rather desperate sensation that there never was enough time to really think any problem through, nor sufficient facts on which to act — and yet that some action was mandatory. We *must* find time to think. Action without thought can end only in chaos.

We must find time for travel and study too. How else can we gain perspective? We must constantly broaden ourselves. With a little less personal pride, we can learn a lot from others.

Overheard at a cocktail party: "Esthetics! That's a dirty word." The speaker went on to explain that esthetics are merely a matter of opinion . . . we've all heard that before— but I would rather not hear it from an architect. This is pulling the rug out from under the profession. Architects are supposed to be trained in these matters. Too many people in this country confuse their inalienable right to an opinion with an imagined right to have that opinion considered important. Yet it is possible to study form, color, space, light and shadow, and many other things. But the inference is that everyone, regardless of background and training has an equal right to have his opinion on esthetics considered important. This same person probably would not consider himself an expert in the field of law; but I have known many people to think of themselves as writers merely because they had learned basic English in school. Apparently some subjects appear deceptively easy to the untutored mind. You cannot reduce esthetics to a formula, which is prob-



Three of the Conference Seminar speakers with William Zimmerman, Program Chairman, and Sanford W. Goin, FAIA, Regional Director. Left to right are John T. Egan, Zimmerman, Philip H. Hiss, Douglas Haskell and Director Goin.

ably why so many people have trouble with it.

What specifically can we do about this? Well, we can travel more in our own country and abroad — and by this I do not mean that we should merely put ourselves into motion. We do enough of that already. We should read more, and our professional societies should see that all the important works and research in other languages is made available in this country and translated whenever possible. We should certainly listen more to the outstanding people in our midst.

One more thing: I have always felt that architectural magazines should publish more real criticism of architecture. We have art critics and music critics and drama critics, but by and large we have very few critics of architecture. Most buildings are photographed only in their most favorable aspects; little or nothing is said about the plans that don't work, the curtain walls that leak, or the materials that look shabby a few months after these buildings are completed. Too frequently the building is lifted completely out of its environment, which is like quoting out of context. And the impression often is given that a building is a success when in reality it is a dismal failure — albeit with a few photogenic angles. This is particularly hard on architectural students and copyists. But I suppose one can argue that the copyists get what is coming to them. I have heard most of the arguments as to why architectural criticism is not more in evidence, but I believe it would be of value in educating the public as well as the architect, and that it would generate respect for the profession.

We have heard rather a lot during this conference about the necessity to educate the public in the need for architects to plan our communities. This *is* a very real need. I am not sure that I agree with Mr. Neutra that cooperative planning is the most important thing in an architect's office, since I have a number of reservations about the value of brainstorming. Neither am I convinced that a dozen architects together can do a better job than the individual genius.

But we can agree that cooperation is necessary between client and architect, and builder, and lending agency, and the city or county, and very often the national government. If you have not read "Building, U. S. A." by the editors of *Architectural Forum*, you would do well to do so. The contents lists the following person or agencies concerned with building: the real estate operator, the lender, the contractor, the labor force, the manufacturer, the engineer, the corporate client, the public, and finally the architect.

My personal feeling is that the problem can best be attacked through the large corporate client—the builder of thousands of filling stations or hundreds of chain stores, rather than through the individual homebuilder. It is virtually a hopeless job to try to educate every individual, but it certainly is worthwhile to try to influence the developer, the merchant-builder, and those who control mortgage money. Recent Congressional action on billboards is a hopeful sign and proof that this is not a lost cause. Huge corporations are hiring top designers to style their products. They have employed the best architects to design their offices and research centers. Perhaps this will mean that the management and the employees will eventually move into a well designed house. Perhaps Detroit some day will even stop making juke boxes on wheels!

If I had only one quarrel with conferences, whether they be architectural or other, it would be that people who already think alike get together to reinforce their prejudices and increase their intake of martinis and go away thinking just as they did when they came in. They are generally careful not to hurt one another's feelings or to damage each other's reputation in the eyes of the uninitiated —the public. What we need is more intelligent and informed discussion and not so much "Togetherness"!

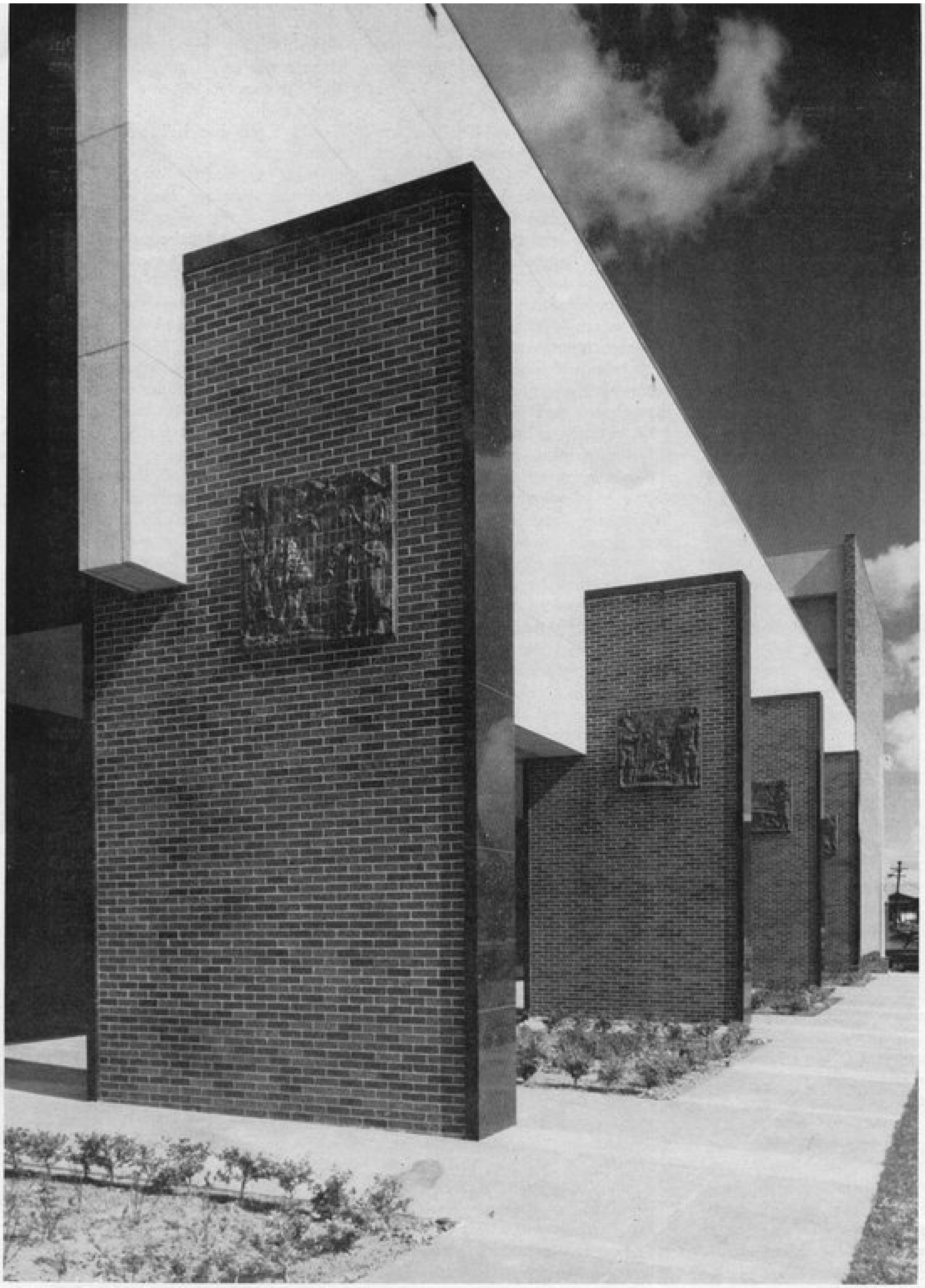
And now a question: If you are interested in "educating" (perhaps a better word would be "informing") the public, why isn't the public, more particularly that segment of the public vitally concerned with government and finance, invited to participate? What we should have is the bankers, and the brokers, and the builders, and the government officials, and everyone else who is in a position to influence the growth of the community. Sarasota is a pretty enlighted place, architecturally speaking. But there are a lot of groups even here that have a lot to learn from one another.

Jack Egan has had some things to say about the influence of government in architecture, and Rex Anderson discussed the role of the Federal Government in the highway program. Some suprise was expressed that the people didn't speak up when they had the chance, if they didn't like what was being done. That's probably because most bouts with the Federal Government leave one with one of two feelings; either that he has been hit by a steamroller or left talking to himself. FHA and VA have had a greater effect on architecture than almost anything else in recent years — and most of it has been adverse. So far as government-subsidized urban renewal is concerned, local or Federal, there may be some spectacularly successful examples—but there are also too many which form the basis for new slums. We do not have far to look.

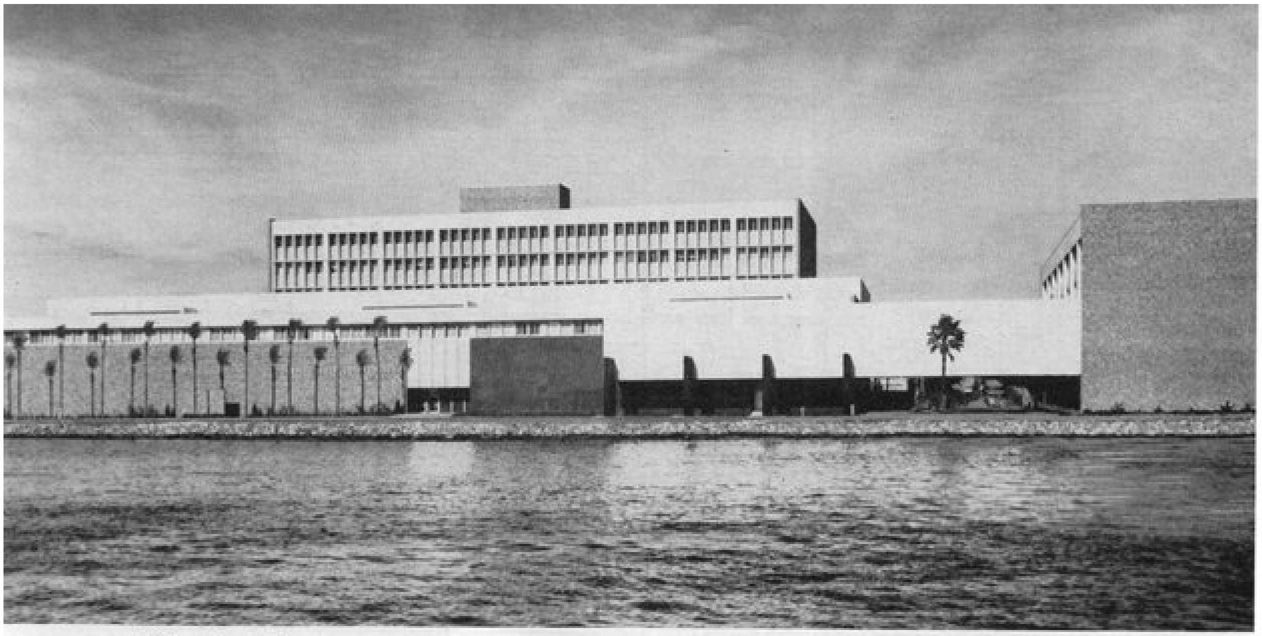
Most highway programs have come advertised as a gift from someone, and most have been presented on a take-it-or-leave-it basis. This is enough to frighten the average citizen who is not an attorney and feels that he shouldn't have to hire one to protect his rights in such cases. Nevertheless, we nearly had the two parts of Sarasota separated by a toll bridge, like it or not, and the only reason this didn't transpire was because they couldn't sell the bonds. I personally have never found the person who could explain the plan in detail. Presumably someone knows. But who? The Federal Government is too remote and complicated for the average citizen to understand—or so he believes, and that is the same thing so far as any practical purposes are concerned. Admittedly, the public should be better informed and should take a more active interest in affairs that intimately concern it. But the point is this: Most people feel that they don't know their way around in government and that only an attorney or a politician, can get anywhere with it.

I am convinced of one thing: architects are never going to get anywhere trying to sell themselves with talk. Someone said yesterday, "*We hear the same speeches every year, but no*

(Continued on Page 18)



Detail of brick piers along the waterfront (south) side of the Court House which buttress the two-level bridge between the Court House and Jail. Each contains two brick-sculptured placques, executed by Earl LaPan. Facing of the wall above is white cast stone.



Ultimately, bulkheading and fill will provide foundations for a park along the waterfront side, shown here.

Duval County Court House

Jacksonville's newest public building is the opening gun in an all-out re-development battle to replace waterfront blight with an integrated civic center program stretching nine blocks along the river.

Architects and Engineers:
Reynolds, Smith and Hills,
Jacksonville

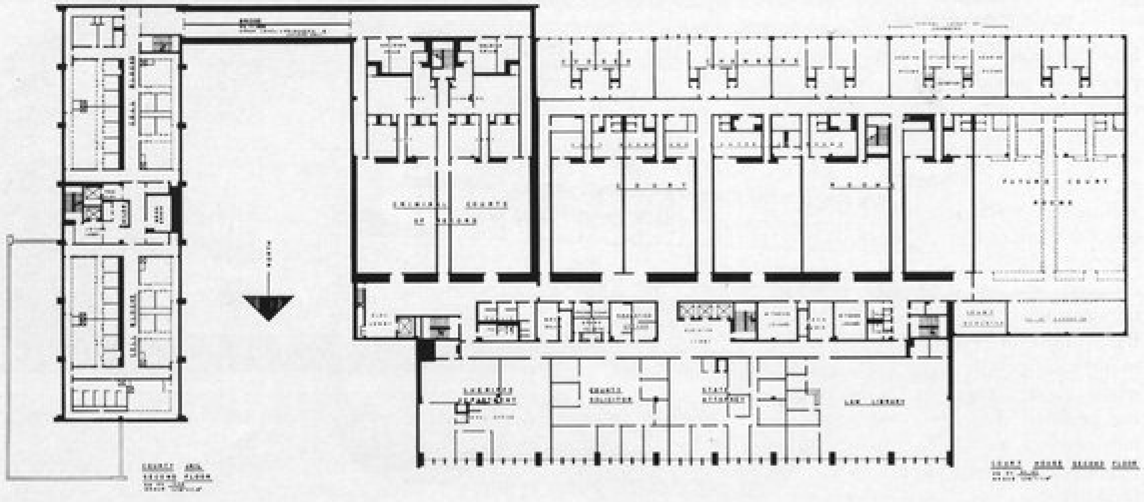
Contractor:
The Auchter Company
Jacksonville

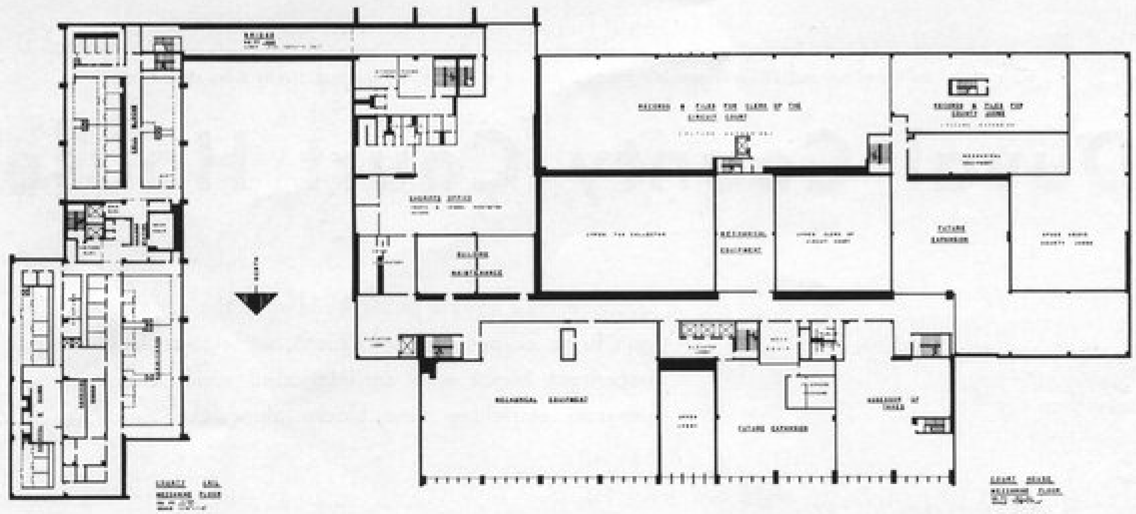
The newest addition to Jacksonville's growing skyline is the first unit to be completed in a river-front improvement program which ultimately will accomplish a sort of benign revolution for downtown Jacksonville. For many years much of the central-city river-front lay corroding in the creeping acid of urban blight. The nine block area of which the new Duval County Court House and Jail is the eastern terminus was a mass of rotting piers, abandoned, crumbling warehouses, rusting trackage — a sore on the face of civic consciousness and a shocking introduction to downtown for all approaching the city's heart across St. John's River on the southbound bridges.

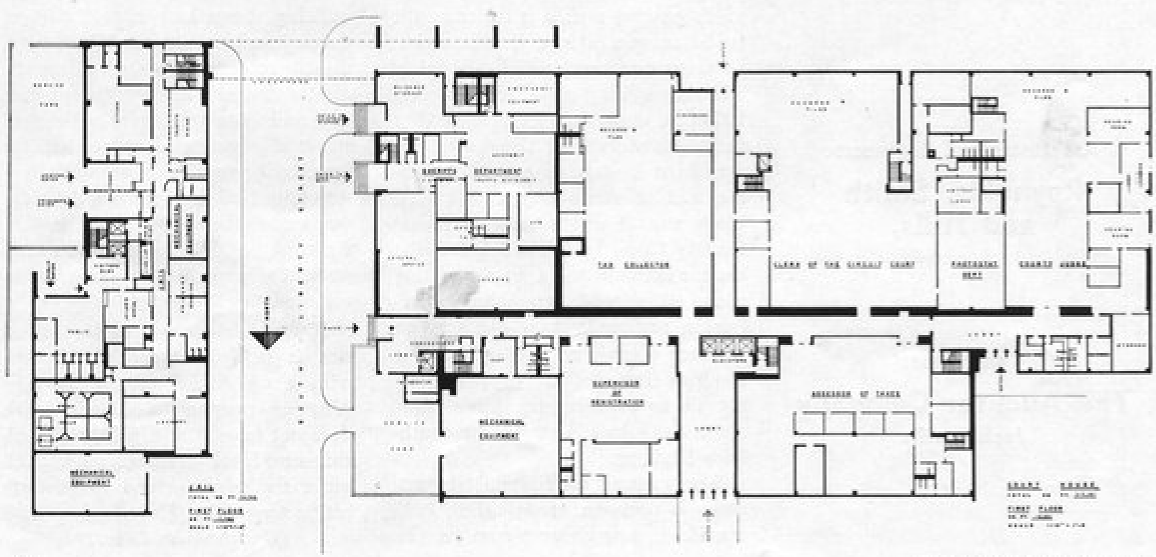
The general condition, unfortunately, is common enough. But Jacksonville is now vigorously on its way to doing something about it; and the building shown here is part of a re-development program which will shortly accomplish a studied miracle of transformation. When projects now under construction or in the final stages of planning are completed, the Jacksonville river-front will embody a new City Hall, a Municipal Auditorium, a new office building for the ACL Railroad, a Municipal Marina, a waterfront park and a parking lot accommodating 2000 cars.

It would be pleasant to say that all this is being accomplished in line with a well-considered, overall city-planning program. But Jacksonville does not have such a plan — though this nine-block clean-up might well prove the spark needed to generate action toward it. The transformation

(Continued on Page 17)







has been brought about largely by the pressure of public opinion, spearheaded by the driving interest of civic groups — including, notably, the Jacksonville Chapter, AIA — and the all-too-rare foresight of some energetic and public-spirited city officials. This, plus the force of the city's growth and the rock-solid condition of the city's economy, has done the job. It was not, of course, done without crossing the swords of opinion or without some breathless moments when the whole project appeared to be rushing headlong down the road of poor judgment or mired in short-sighted politics. But the wise heads won; and their pooled efforts have culminated in what now appears to have been an integrated effort. In any case, the whole project is now under way so firmly that the influence of its near-future completion is already being felt along Bay and Market streets, the most dramatic evidence being the Sears Roebuck plans for a mammoth, two-square-block retail outlet on Bay

(Continued on Page 18)





Top, east end of the county group showing jail and the two-level bridge over Liberty Street connecting the second and third floors with the sheriff's office and criminal court portions of the Court House. Above, the Bay Street front of the Court House from the west.



Left, Lobby, looking toward Bay Street. Floor is dark, blue-green Venetian terrazzo, walls are faced with golden-veined marble. The map, on the west wall, is executed in colored anodized aluminum and is one of three decorative designs in metal. The east wall contains an inscription in aluminum letters; and on the surface facing the entrance doors is a mural by Sheldon Bryan, cast in bronze and symbolizing the balance between liberty and law.



A typical Circuit Court Room. This is paneled in quartered and plain sliced walnut. All major rooms in the building are paneled — all with American woods.

County Court House . . .

(Continued from Page 17)

Street flanking the Municipal Auditorium.

Though bulkheading and filling for all units of the nine-block renewal project is now well along, the Duval County Court House and Jail is the first structure actually to be built. Court House and Jail are connected by a two-level bridge and represent, with furnishings for each, a total outlay of slightly less than $8,250,000. Minus the equipment, construction cost was $18.25 per square foot — or a total of $7,036,185 for the 423,700 square feet in the combined structures.

Though actually two buildings — requirements of circulation, administration and functional operation were the factors which decided both planning and structural characteristics — Jail and Court House were treated architecturally as a unit. Thus, though they "read" as two structures, they have been designed to suggest the integration that the specialized, but inter-dependent character of each involves. End walls of both buildings and a portion of the Court House walls facing the river, are of face brick. Base courses of both buildings are of black polished granite, with red granite introduced at entrances and at certain other points where architectural accents were desirable. Otherwise the buildings are faced with cast stone. Mostly this is white, though on the Bay Street facade of the Court House, the spandrels between the sun-control fins are of dark gray.

In space facilities and equipment both buildings are about as modernly complete as research and ingenuity can make them. The jail portion of the complete plant is devoted entirely to security provisions, with the administrative functions — the sheriff's department — and two criminal court rooms occupying the east end of the Court House. This building houses a total of seven court rooms, with space for two additional as future needs may require. Included is a separate room for the Grand Jury and a large law library.

The fourth floor contains full facilities for both Home Demonstration Agent and the County Agricultural Agent; and the fifth floor is devoted entirely to the needs of the Duval County Board of Public Instruction. On the sixth is a substantial amount of unfinished space for future expansion.

Both buildings are completely air-conditioned. The 1,200-ton system is the second-largest in the city. They were built under general contract by the George D. Auchter Company. Ground breaking was in October, 1955, and dedication in February of this year.

Point of Departure . . .

(Continued from Page 13)

one does anything. When they do, the results are fantastic." This has been demonstrated many times. It is perfectly possible for one person to accomplish a very great deal. A group, such as this can do almost anything.

Specifically, the architect, like every other professional, should take his rightful place in the community. He should not expect to get paid for everything he does, either in money or in patronage. If he sits on a planning or zoning board, it must be clear to the public that no considerations of personal profit enter into his decisions. He must demonstrate over a period of years that he is capable of designing sound buildings, that are beautiful to look at and reasonable in cost. They must be planned as a part of the community. In short, he must prove that he is worth his fee and that he is not the impractical dreamer he is so often accused of being.

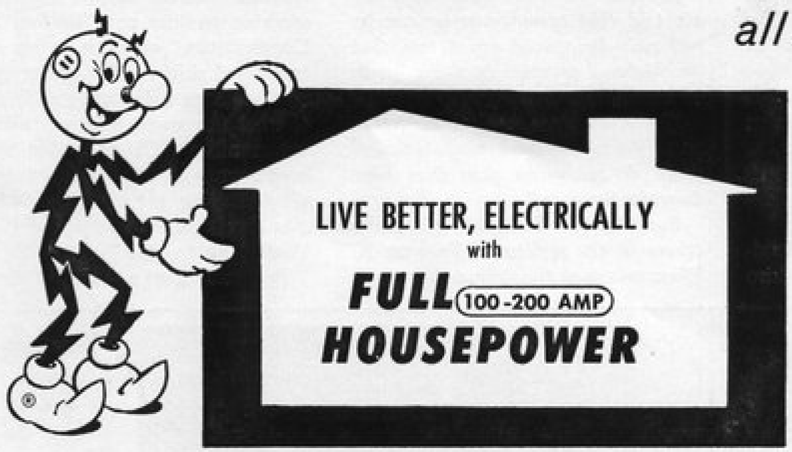
All of this can be wrapped up into one word; integrity. Integrity cannot be demonstrated by words. It can be recognized only through action. The profession would do well to police its own ranks, for there is a very real danger that those who are in the business of architecture, as opposed to the profession of architecture, may well turn public opinion in the wrong direction. That the profession is held in such high esteem in Sarasota speaks well for it. That Sarasota architects are held in equal esteem elsewhere says even more.

I would make a plea for greater tolerance and understanding among the diverse groups which will decide the fate of our cities and change the face of our country. Name calling will accomplish nothing. We all need to educate ourselves and to practice patience. We must put aside selfish interests and work together. If this explosive population increase, which it is estimated will bring the population of our globe to 3,000,000,000 in 1975, is not terminated by an equally explosive decrease caused by fission or fusion, we are face to face with one of the greatest challenges in the history of mankind. Our response will shape the world we live in for many years to come.

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FLORIDA POWER & LIGHT COMPANY

Conference Seminars Touched on Many Professional Subjects

An absence of verbal bombshells and only a compartively few sputtering fuses marked the seminar and luncheon sessions of the three-day Seventh Annual S. A. Regional Conference. The livest fuse was lighted during the Friday noon meeting when DOUGLAS HASKELL, editor of *Architectural Forum* who had been the Conference's keynote speaker the preceding day, delivered an unihibited comment on the activities of the Federal Highway Commission now in the midst of a project which is damaging Sarasota's bayfront in the interests of improvement. The occasion was a panel discourse on "Putting the Highway on the Right Road," moderated by REX ANDERSON, U. S. Highway Engineer.

Haskell called the Sarasota development, a million-dollar circular drive along Sarasota's waterfront, "*a filthy, dirty crime.*"

"*It's unforgivable and idiotic, cutting off the community from where five years ago people could go to the pier and enjoy fishing and the bay,*" said the obviously incensed editor. "*This highway is nothing more than a subsidy for the automobile makers, cutting off the business section from the waterfront. We are told that common sense can be had only by special effort and that the highway program is in the hands of competent engineers.*

"*I declare that gorillas, chimpanzees, dogs, monkeys and jackasses could do no worse than they have done in Sarasota.*"

Fuel to the fuse was added by others in the audience. FRANCIS R. WALTON called the project "*murder.*"

"*I have tried to fight such things and have failed,*" he declared. "*The State Road Department allocates such projects, says to a city 'You do it this way or you get nothing' and if the city tries to say how it will be done, nothing is given. It's just plain murder.*"

And JOHN T. EGAN, former U.S. Commissioner of Housing, told the meeting that architects should "*get in there and pitch in and fight*" and to "*be objective and force others to be objective*"— though most of his commentary was an overall defense of federal and state projects. PAUL RUDOLPH had already phrased his comment on the subject during the morning seminar on "Building New Communities," of which he was moderator and chief speaker. Most of his talk had been a discussion with slides of what was wrong with our modern communities. Of the Conference headquarters city he said, "*Instead of destroying the waterfront, Sarasota should be made a sort of Italian Venice, up to date.*"

But, aside from a few other sharply

emphatic remarks by Haskell during his keynote speech and by RICHARD J. NEUTRA, FAIA, during his panel discussion of Thursday afternoon on "Revitalizing the Existing Community," Conference sessions were generally decorous with only desultory participation from audiences. At the keynote luncheon Haskell warned that urban populations are expanding along with travel so rapidly that open spaces and greenery areas are faced with virtual disappearance. He prophesied that Florida beaches would vanish from public use if care is not taken by local governments to save them for community use; and he cited as one instance the haphazard growth in the Miami area where most of the sand has been preempted for use by guests of the oceanfront hotels.

"*Architects must be concerned with all this,*" he declared, "*but there's a minimum of time to learn how to do things. The contest is now between glory and extermination. Everything is accelerating except self-management.*"

He commented on the forecast by MILES L. COLEAN, FAIA, that the next decade would see construction zoom to the $600-billion level and suggested that in approaching that level the scope and character of architecture would necessarily undergo substantial change — with city redevelopment now the problem and "*architecture the issue.*"

"*We still have to learn what makes a city tick,*" Haskell said with evident conviction. "*Since Bartholomew invented zoning in the twenties, it's gone to sleep. There's no imagination being used with it. And auto transportation has changed its application. We need new patterns, new thinking on urban development. Gruen's Ft. Worth project is still only a start; and the architect is needed more than ever to develop further progress patterns and to show our people better ways of life.*"

He called on architects to give more than lip service to recognizing the economic and political problems which he said "*are well known to bankers and vendors and are the opening door to beautiful buildings.*" He urged more attention to the various technical backgrounds of architecture, particularly research, and said that lack of research and leadership had been chiefly responsible for the growth of the reprehensible road-towns of suburban and rural America. He said also that this "*research thinking*" by architects should be paid for at triple the present rate of professional compensation — which brought an obvious stir of approval from his audience.

Haskell was as firm in his declaration that the profession's opportuntiy is greater than ever as he was that the progressive blight in cities had now reached the dimensions of a social and economic crisis.

"*For the next 30 years,*" declared the *Forum's* editor, "*our chief concern must be the character and pattern of our cities. The planners are not providing that concern, so architects must.*

"*The U.S. is with you to an astonishing degree. Not since 1905 has the concern of this country been*

(Continued on Page 22)

Conference Subjects . . .

(Continued from Page 21)

so much with the future. The despair of downtown in cities is one cause. Architects must get busy and develop the new kind of planning and building culture that is needed."

Though all four seminars were well attended, that led by RICHARD J. NEUTRA seemed to generate more concrete suggestions relative to architectural practice. Neutra approached the subject — "Revitalizing Existing Communities" from a philosophical angle.

"The human being has really not changed very much in the last 100,000 years," the California architect declared. *"He cannot take any more than he has been designed by nature to take. So you can't change a town completely. The 'new' is not automatically good just because it is new. Old cities, even the booming old cities, have something which should be preserved."*

The core of the problem, Neutra indicated, was knowing what should be changed and what should be preserved. Our lack of knowledge is the basis, he



Leon Chatelain, Jr., FAIA, President of AIA, presenting the Council's awards of merit for architectural excellence to, left to right, Mark Hampton, Victor A. Lundy and Edward J. Seibert, all of Florida. James N. Pease, Charlotte, N. C., right, won an honorable mention . . . Hampton received his award for the Galloway store; Lundy for his tourist center at Silver Springs and Seibert for the Thyne and Swain house. Pease received honorable mention for the Home Finance Building; and Alfred Browning Parker was also given an honorable mention for the M. R. Kitchen residence. Mentions were given to F. Carter Williams, M. S. Smith and T. G. Williams of Raleigh, N. C., for a First National Bank drive-in; Edwin T. Reeder Associates of Miami for the Dade Federal Savings & Loan buildng; Harry Burns and George Fsher, Jacksonville, for the Normandy School; Ralph Twitchell and Jack West, associated, of Sarasota, for the Dennis House; Stefan H. Zachar of Miami for a TV Studio; and Morris Lapidus, Miami, for the Americana Hotel. Mentions for student work went to R. C. Goodwin, Thomas Dole and R. J. Skrzytkowski, all of the University of Florida . . . Judging was done by Igor B. Polevitzky, FAIA, Miami, Heyward Singley, FAIA, Columbus, S. C., and William T. Arnett.

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said, for our present difficulties in urban re-development. More, and more exact, knowledge of people and the cities they form is needed.

"Congestion and confusion are automatic unless we learn first how individuals and cities go to pot — and then learn how the process can be prevented," Neutra said. *"Growing up is change, in cities as in people. The best planning is based on a concept that change is constant. So the more we understand how things and events affect people and the cities they live in, the better able we are to foresee and plan for the changes which will come about."*

The panel moderator was emphatic in his conviction that the situation calls for greater responsibility and activity on the part of the architect as a planner and as a coordinator of the many factors involved. His attitude was shared by other members of the panel.

In commenting on the need for such new architectural leadership, EDWARD N. FEARNEY said,

"Now that we find our cities becoming dirty, broken and obsolete, we must clean them up, mend them and replace them. But when we build anew, let's be careful not to build in the slums."

FRANCIS R. WALTON brought the discussion to architectural practice.

"Everyone seems to believe that architecture is needed by people. Well, architecture needs people, too. Our present form of practice may not be suitable for meeting new requirements of the future."

He also voiced the opinion that architects are now paid too little for services rendered. And he suggested that an investigation should be made to find new ways of providing architectural services as well as new and better methods of paying for them.

CECIL ALEXANDER, a member of the Atlanta Citizens' Committee for Urban Renewal, urged that architects fight for legislation relative to urban renewal.

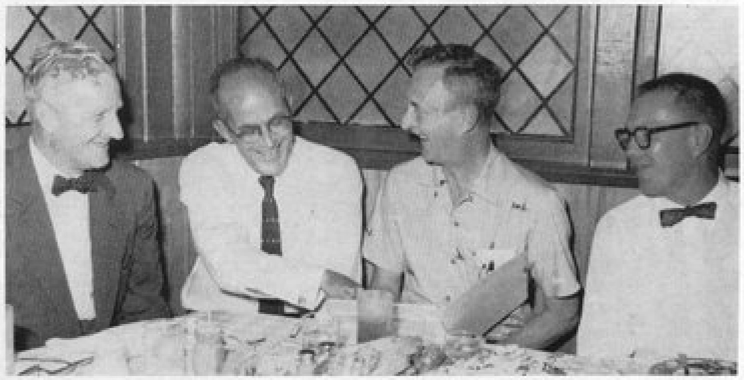
"Architects should be in the front rank of that fight and play their parts in original planning," he said. *"Do something to your city before it's done to you. Let's get out of our ivory towers and off our drawing boards to see what is going to be left for us to design."*

News & Notes

8th Regional Council to be at Charleston, So. Carolina

Host of next year's South Atlantic Regional Council meeting will be the South Carolina Chapter as a result of unanimous approval by Council delegates at the business meeting Friday, April 18, 1958, at Sarasota.

Offer of the South Carolina Chapter was made through its president, James M. Mitchell, Jr. No definite time was set for the Conference, though Mitchell indicated the last of April, 1959, as a probable date area. Nor was any specific site decided upon, although Charleston was named as the most probable one. Both date and site will presumably be announced after consideration by the South Carolina Chapter.



Pleased with results of the 7th Regional Conference were, left to right, John L. R. Grand, Council Treasurer, Sanford W. Goin, FAIA, Regional Director, Roland W. Sellew, Chairman of the Conference Committee, and Ernest T .H. Bowen, II, FAA secretary.

AIA's Centennial Stamp Is Still Available to Collectors

The AIA's Centennial Commemorative stamp, issued last year has been withdrawn from over-the-counter general sale. But it still can be bought through the Philatelic Sales Agency of the Post Office Department. From Bruce Smith of St. Petersburg, who is a stamp collector as well as an architect, comes the suggestion that these stamps be used by architects as long as the supply lasts. It's a good suggestion, for use of a special stamp by architects has value from the public relations angle.

Stamps should be ordered from the Philatelic Sales Agency, Post Office Department, Washington 25, D.C. Cost of the AIA stamp is still face value, and presumably will remain so until it becomes rare. The Post Office charges for handling the stamps on mail orders—five cents for quantities to 100, ten cents up to 300 and fifteen cents up to 700.

Igor B. Polevitzky, FAIA, a past president of the FAA, has been named as a member of the AIA's 1958 Honor Awards Jury.

Harry E. Burns, Jr., Jax, Cited for Public Service

Recognition of the community interest and public service activities of Harry E. Burns, Jr., Neptune Beach architect and member of the Jacksonville Chapter, was made recently in the form of a citation given Burns by the Jacksonville Beach Junior Chamber of Commerce. The architect's long record of community service was the basis of the award.

He is now serving his second term as Councilman and a short time ago was named chairman of the Tri-City Advisory Planning Commission which he was instrumental in founding. Burns has also been active in city

planning, slum clearance work and Boy Scout affairs. He has been an active participant in Jaycee activities and last year was one of 10 men in Florida named in the Jaycee's Key Man Award.

The Students' Column

By Craig W. Lindelow

The Fourth Annual Architectural Exposition (home show) is rolling along with wonderful response from exhibitors. Every year we have grown and this year is exceptional. This promises to be an exciting show well worth a few hours' drive to see. One of the features this year will be the apprentice bricklayers competition sponsored by the Bricklayers', Masons' and Plasterers' International Union. Another distinctive feature and part of the Exposition program will be the annual Student AIA sponsored Awards Luncheon. This will be held May 3, at the Student Service Center. Dates of the Exposition are May 1 thru 4 from 10 a.m. to 10 p.m.

During the past month, the faculty and students had the pleasure of entertaining three very interesting personalities: Professor D. A. Polychrone, engineer, from Georgia Tech, Joseph Smith, architect and delineator from Miami, and Bo Boustedt, architect, from Sweden.



Myrl Hanes, member of the Florida North Chapter and a director of the FAA, was last month elected by the Gainesville City Commission as Mayor-Commissioner. The position is filled by vote of the five members of the City Commission of which Hanes has been a member since 1955. He was reelected in March for a second three-year term.

Full Legislative Committee Named by Pownall

Last month James K. Pownall, Chairman of the FAA Legislative Committee named additional members of that Committee to provide the group representation in each major community throughout the State. Following the custom established last year, he also named four members-at-large: Franklin S. Bunch of Jacksonville; Sanford W. Goin, FAIA, of Gainesville; Richard B. Rogers, of Orlando; and Russell T. Pancoast, FAIA, of Miami.

The expanded Legislative Committee now numbers 21, excluding the four members-at-large. They are, by AIA Chapters: *Jacksonville*, J. Brooks Haas, Jacksonville, and F. A. Hollingsworth, St. Augustine; *Florida North*, Myrl Hanes, Gainesville; *Daytona Beach*, Edwin M. Snead, Ormond Beach, and Gouverneur M. Peek, Deland ;*Palm Beach*, George J. Votaw, West Palm Beach, and Jefferson N. Powell, Palm Beach; *Mid-Florida*, James Gamble Rogers, Winter Park; *Florida North Central*, Albert P. Woodard, Tallahassee; *Florida North West*, Carlton Noblin and R. Daniel Hart, both of Pensacola; *Florida Central*, Anthony L. Pullara, Tampa, Elliott B. Hadley, St. Petersburg, Robert H. Levison, Clearwater, Thomas V. Talley, Lakeland, and Sidney R. Wilkinson, Sarasota-Bradenton; *Florida South*, Herbert R. Savage, Frank E. Watson *and* C. Robert Abele, all of Miami; *Broward County*, Donald H. Moeller, Hollywood, and Robert G. Jahelka, Ft. Lauderdale.

In naming the Legislative Committee's expanded membership, Pownall commented on the make-up and functions of the FAA group which he heads.

"It should be borne in mind by each Chapter," he said, *"that the FAA Legislative Committee is set up to function only at the State level and primarily on matters involving the State Legislature. As now constituted this committee includes one or more representatives from each FAA Chapter selected to provide it with a broad coverage of interest and co-operative action as may be needed in the larger communities in the State.*

"Because of the State-level functions of this FAA Committee, its members are not involved with matters touching county or town government. For this reason each Chapter should probably have a local political action committee to deal with problems special to its area or community."

Correction, please.

Two errors which sneaked into the April issue should be set right. One was in reference to the design of the model house in the Broward County Chapter display at the Broward Building Exposition. The design was *not* developed in the office of Morton T. Ironmonger, as noted on page 6, but was a cooperative effort on the part of the Chapter's booth committee.

The other was designation of Robert H. Levison, on page 19, as president of the Florida South Chapter. He is, of course, president of the Florida Central Chapter; Irvin S. Korach is president of Florida South. We are glad to correct these errors and tender apologies for them to all concerned.

Business . . .

(Continued from Page 9)

on the floor, through invitation of the Regional Director. As a result, a substitute motion was offered to the effect that ". . . *the South Atlantic Regional Council endorses the petition . . . that Florida become a region*." Reference was to the petition authorized by the FAA at its 43rd Annual Convention last year (see October and November, 1957 F/A) and presented by Regional Director Goin to the AIA Board of Directors at that body's November, 1957, meeting at Phoenix, Arizona.

The substitute motion was offered by Mitchell of South Carolina and was passed unanimously. Linked with it was a request that Regional Director Goin bring to the attention of the AIA Board, for that body's information and careful consideration the original resolution presented by James.

Another resolution by Miss Marion I. Manley — also passed unanimously — concerned an invitation to the Institute to hold its 1962, 1963 or 1964 National Convention "*in the area of the South Atlantic Region*." In like manner the Council adopted a resolution proposed by Hugh J. Leitch, thanking the Florida Central Chapter and all others concerned for their successful development of the Conference program.

Another discussion by delegates and floor observers centered on the apparent policy of the Federal Highways Commission to disregard factors of local planning and control. This culminated in a motion by Francis R. Walton that the Regional Director present to the AIA Board for consideration and appropriate action, the Council's recommendation that ". . . *the Bureau of Federal Highways establish a policy that accredited professional planners be required on all Federal Highway Programs*." Passage of the motion was unanimous.

Final business involved approval of the Council's budget by member Chapters. By unanimous action on a motion presented by Mitchell of South Carolina, presentation of the Council's budget by the Treasurer and its approval by Chapters can now be conducted via mail correspondence, thus making a special meeting of the Council for this purpose unnecessary.



LET'S FINISH THE JOB BEFORE NEXT WINTER!

LET'S FACE IT — FLORIDA NEEDS DEPENDABLE SPACE HEATING !

We must finish the job of providing comfortable <u>indoor</u> weather for both residents and tourists during those 42 days a year (average) when the temperature drops below 60° even in South Florida.

Thanks to Florida's architects and builders, many of our modern homes, apartments, motels and hotels are now equipped with dependable, permanently-installed heating systems affording comfort and protection in "cold snap" weather.





But thousands of "home folks" and visitors suffered unnecessary discomfort and even illness last winter because of makeshift, inadequate heating in houses and other buildings not equipped with built-in systems of sufficient capacity.



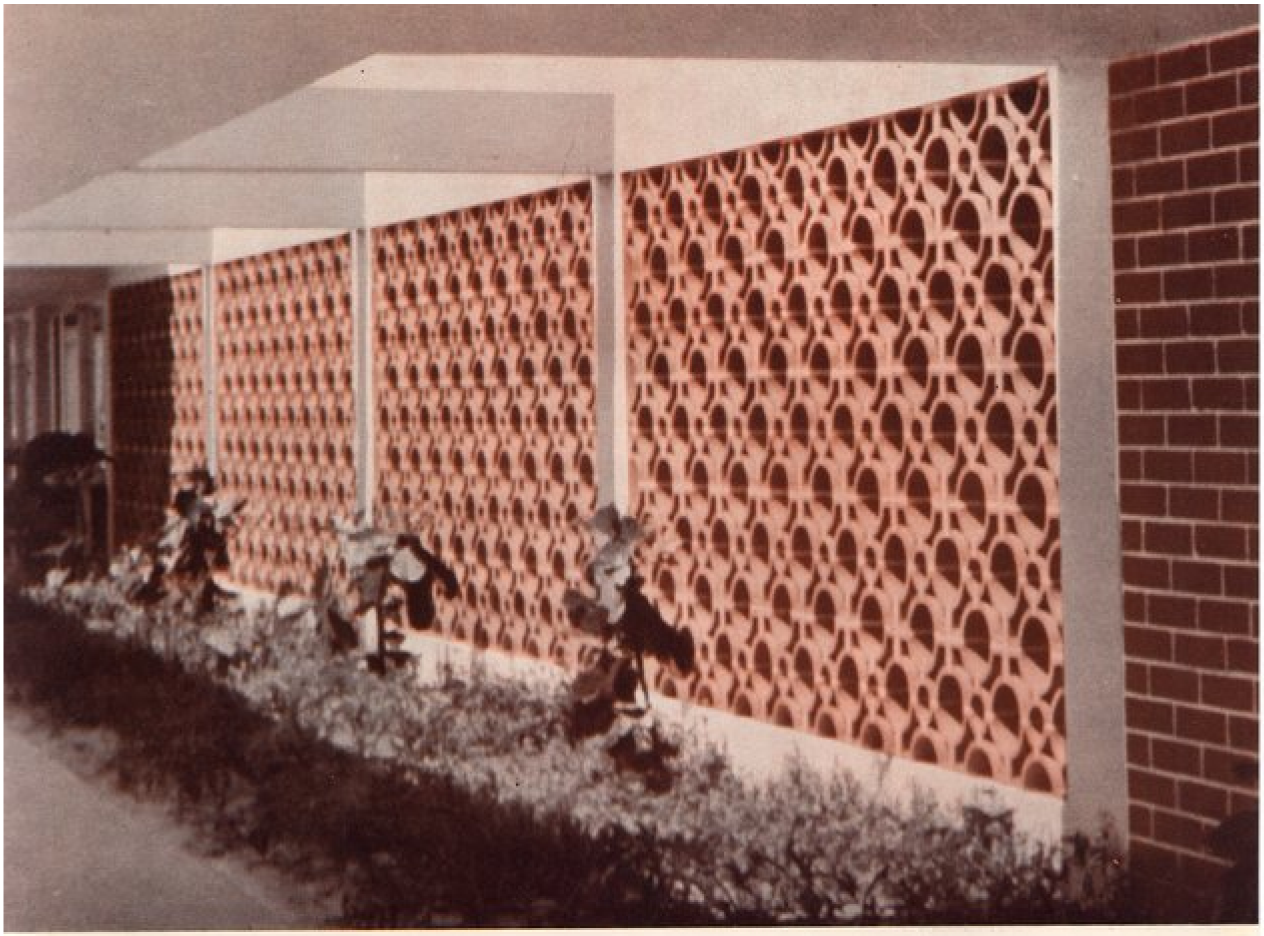
Repeated surveys prove that the most satisfactory solution to Florida's heating problem is small space-saving oil or gas equipment permanently installed out of the way or completely out of sight. "Florida furnaces" of this type, large enough to circulate adequate volumes of warm air to every room of the house or building, will . . .

1. Keep homes comfortable during cold snaps.
2. Induce tourists in apartments, hotels and motels to stay in Florida longer.
3. Increase the value and saleability of new homes.

This summer, let's finish the job of assuring indoor comfort during Florida's "cold snap" weather! By including oil or gas "Florida furnaces" in every plan, you will serve your clients better . . . make a major contribution to the State's overall economy and health.

FLORIDA HOME HEATING INSTITUTE

1827 S.W. 8th STREET, MIAMI



Elementos Ornamentales....

That's the name of the really beautiful grille tile we import from the Caribbean. They're of hard-burned red shale, with the occasional kiln marks and slight color variations which make for just the right amount of texture in the finished wall. The one used in the Miami building shown above is one of several patterns made in Panama. Another series of patterns — somewhat lighter in color and more delicate in scale — is imported from Venezuela . . .

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